

IN THE CLAIMS:

Claim 1 (canceled)

Claim 2 (previously amended) A plasma display device comprising a display module, said display module having electronics mounted to the back surface thereof and utilizing the front surface thereof as a display surface, said display module further comprising:  
a back surface glass plate having discharge electrodes;  
a front surface glass plate that is mounted on and opposing to said back surface glass plate via separation walls and having discharge electrodes; and  
luminescent pixels defined by said back surface glass plate, said separation walls and said front surface glass plate,

wherein said luminescent pixels are formed so that at least the surface of said back surface glass plate opposite and facing said display surface is a reflection surface comprised of metal plating which reflects all wavelengths of at least visible light and electromagnetic energy away from said back surface glass plate.

Claim 3 (previously amended) The plasma display device according to claim 2, wherein said luminescent pixels of said display module are formed so that all surfaces defining said pixels other than the surface of said front surface glass plate are reflection surfaces.

Claim 4 (canceled)

*B*  
Claim 5 (previously amended) The plasma display device according to claim 2, wherein  
said reflection surface is formed by adhering metal leafs.

*Cantell C1*  
Claim 6 (currently amended) A plasma display device comprising a display module, said  
display module having electronics mounted to the back surface thereof and utilizing the front  
surface thereof as a display surface, said display module further comprising:  
a back surface glass plate having discharge electrodes;  
a front surface glass plate that is mounted on and opposing to said back surface glass  
plate via separation walls and having discharge electrodes; and  
luminescent pixels defined by said back surface glass plate, said separation walls and said  
front surface glass plate,

wherein said luminescent pixels are formed so that at least the surface of said back  
surface glass plate opposite and facing said display surface is a reflection surface, and  
wherein the reflection surface opposite said display surface has a concave surface, and the  
light reflected from said reflection surface is condensed at the display surface.

Claim 7 (withdrawn)

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